

The Commodore 64 and VIC-20 Magazine

ANNOUNCING!

-- RUN --

a new magazine

just for COMMODORE COMPUTER owners.

I guarantee it will double the usefulness
of your VIC-20 and Commodore 64 or I'll give you

a 1-year subscription FREE.

That's my promise to you.

Dear friend:

~~"The way most people use their Commodore computer is about like having a Ferrari
and never driving it more than 30 miles per hour."~~

My friend said it well, I think. There's so much more that one can do with a
computer as powerful as the Commodore VIC and 64 than most owners ever get a chance
to experience.

And like a Ferrari, most of the fun of
a Commodore comes with learning what
the machine will really do.

I'd like to tell you about a new magazine that will help you do more new and
valuable and fun things with your computer than anything you might have imagined.
In fact, I guarantee that it will double the usefulness of your computer . . . or
I'll give it to you free.

The new magazine is RUN . . . and it's edited just for owners of the VIC-20 and
Commodore 64. I know, because I'm Dennis Brisson, the Managing Editor of RUN.

And if you read RUN for the next year,
it will significantly increase the number
of interesting, and informative and fun things
you can do with your computer. I guarantee it.

I am prepared to back up that statement by sending you a copy of RUN so you

. . . inside, please

next to a comparison chart of the features of all of the programs reviewed.

It will be easy to see just how each package stacks up against all of the others.

This article alone could save you many times the cost of a subscription to RUN. And frankly, there will be many things that you will find in RUN that will save you money.

If you act quickly and let me send you the premier issue right away, you'll receive the complete listing of Disk-O-Vic. Disk-O-Vic is an advanced disk operating system for the VIC-20.

Now, most disk operating systems will cost you well over \$20. But if you're a VIC owner, this one will give you 13 powerful new commands and it won't cost you an extra penny -- if you let me send you the risk-free premier issue of RUN.

And that's only one of more than
nine major articles that you'll find in
your first issue.

If you're a serious programmer, you'll look forward to reading the first of a series of articles exploring the Commodore 64 Memory Map. These articles will explain how the memory of the C-64 is organized and includes many notes, comments, descriptions, and addresses of the various ROM routines.

It's good solid stuff . . . if you like to venture into the innards of your computer.

If you're getting the feeling that we're really going to write things that will be valuable especially for you -- you're exactly right!

It won't matter if you just got your new machine yesterday . . . or you've been engrossed with it for many months.

You'll find important, valuable help
from the first issue . . . in RUN.
And you can get it at no risk.

Now, I haven't even told you yet about the article on how to easily connect a non-VIC printer to your system. It could save you a real headache -- not to mention an expensive service call.

. . . or the piece on designing your own programmable graphics character generator. That one will let you generate almost any character -- you can even make it up -- on your VIC.

I also haven't said anything about our reviews of the new equipment and peripherals which are being announced every day.

Consider this, for instance. . .

If you're like most Commodore owners, I bet you're already thinking about the

. . . over, please.

can see for yourself. There would be no obligation to subscribe.

But do you know why you'll really like RUN?

Well, number one, I know that RUN is not going to be full of the computerese and technical babble that is the grist of many other computer magazines. We are committed to simplifying the complex rather than exposing the obscure. You can count on that.

Our articles will be easy to read.

Furthermore . . .

We're going to make sure that our magazine helps you have fun with your computer.

Each month, RUN will include many game programs that you can type in . . . and play. I've already sent out requests all across the country to Commodore users asking for their hot, new games.

. . . and they'll be yours -- for Free -- in each issue of RUN.

We're starting with Canyons of Zelaz in our first issue (that's the issue I'd like to send you, by the way). This arcade-style game showcases some of the amazing capabilities of the Commodore-64 sprite graphics. You and your family will not only have a good time playing it, but you'll get a good working knowledge of this powerful capability of your computer.

You'll also be reading reviews of popular new games that you can buy.

For example . . .

In that first issue alone we'll be reviewing -

Rescue at Rigel, Sword of Fargoal, Get Four,
River Rescue, Choplifter and Snake Byte.

But RUN isn't going to be all games. It will also be educational.

The premier issue will feature Fun with Math Facts. This simple addition, subtraction, and multiplication program is like old-fashioned flash cards. It will be great for children who are starting to learn arithmetic principles. And it will be yours free . . . in RUN.

Are you interested in using your Commodore for home and business applications? Look at this!

Our charter issue will be reviewing at least 9 of the word processors available for the Commodore 64 computer. Among other things, there will be a section on what to look for in the selection of a word processor -- located right

day when you can expand the capabilities of your computer. Things like more memory, or a disk drive. Perhaps you're considering a modem so you could do some telecommunicating.

Well, if you become a subscriber to RUN, you'll know about new equipment as soon as it comes out. That's because we'll do in-depth equipment reviews and tell you everything we can about popular new hardware.

Those things that aren't reviewed will be featured in our New Product Department -- with pictures and descriptions of all the new releases during the last month.

I know that you'll be able to make
much better buying decisions after reading
our reviews.

I'm so convinced of the solid, practical value that RUN can be to you that I'm prepared to make a very unusual offer so that you can find out if what I say is really true.

If you read RUN for a year and it doesn't at least double the usefulness of your Commodore computer, I'll give you the subscription free. I'll leave it up to you. You can measure usefulness any reasonable way you like . . . time spent with your machine, enjoyment from the additional things you know how to do, increased income . . . anything you want. But RUN must double the usefulness of your machine.

Now, you have to read RUN. I think that's only fair for me to ask. But if you do, I promise it will return far more to you than the cost of the subscription.

YOU TRY IT. I'LL GUARANTEE THE RESULTS!

And to make it even easier, I'll send you the premier issue with no obligation. Just send in the enclosed reply card. If, after you've read the articles, and tried the programs, you decide that you don't want to continue receiving RUN -- for any reason -- just write "cancel" on the billing notice and you'll not hear from us again.

There's no way you can lose. You can sample RUN at no risk . . . and I guarantee the results.

Don't miss this chance. Send in the card today.

I'll look forward to hearing from you.

Cordially,



Dennis Brisson
Managing Editor

P.S. The enclosed brochure will give you a taste of the premier issue of RUN. You'll see why I'm prepared to guarantee that RUN will double the usefulness of your computer.